

Property Portfolio Profitability Review

The portfolio is making money. Is it making enough?

Synthetic property-management analytics case study | 10 properties | 30-day review window | USD

Executive takeaway

Busy is not the same as profitable. The strongest opportunities are not evenly distributed: P05 has strong demand but weak monetization, P06 has strong ADR but expensive turnover economics, and P09 has high ADR but weak demand and elevated cancellations.

First moves: test pricing on P05; investigate turnover economics on P06; diagnose demand and cancellation behavior on P09.

Portfolio snapshot

Metric	Result
Gross booking revenue	\$33.7k
Average portfolio occupancy	65.8%
Modeled contribution	\$28.6k
Modeled contribution margin	85.0%

Analysis

- 1. Occupancy vs. ADR.** Use the relationship between demand and rate to identify pricing headroom and demand problems rather than optimizing occupancy alone.
- 2. Contribution.** Reduce gross revenue by modeled platform fees and cleaning or turnover costs to see which properties actually contribute more.
- 3. Prioritization.** Create a review queue for properties with low occupancy or weak contribution margin.

Decision logic

Property	Signal	Action
P05	91% occupancy / \$132 ADR	Controlled pricing test
P06	\$225 ADR / \$88 cleaning cost	Investigate turnover economics
P09	42% occupancy / 12% cancellations	Diagnose demand before repricing

Method and assumptions

This page documents what the model includes, where its limits are, and how the analysis could be extended with real operating data.

Method and limitations

The simulation uses a 30-day window. Booked nights are adjusted for cancellation rate. Revenue is booked nights multiplied by ADR. Cleaning is modeled as one turnover per three booked nights. Contribution is simplified to revenue less a 3% platform fee and modeled cleaning or turnover cost. This is synthetic data for portfolio demonstration and is not a complete property P&L.

What I would add with real data

Booking lead time, stay length, channel, seasonality, cancellation timing, day-of-week demand, maintenance, utilities, supplies, management fees, taxes, and owner-specific fixed costs. I would then use controlled pricing experiments and a true property-level P&L to validate the recommendations.

SQL backing

SQL is included separately in the project package so the analysis can be inspected and reproduced. The downloadable SQL uses the same cancellation-adjusted booked nights, cleaning assumption, 3% platform fee, and contribution logic shown in the portfolio.

Project structure

index.html Interactive case study

data/property_monthly.csv Synthetic property data

data/data_dictionary.csv Field definitions

sql/ Performance, profitability, and underperformer queries

README.md Project context and setup

Portfolio note

Prepared by **Czarina Gonzales**, Data Analyst. This project uses synthetic data created for portfolio demonstration and does not represent a real client portfolio.

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